



Bill Trinen

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Bill Trinen joined Nintendo in October 1998 as one of the first members of Nintendo's modern localization team that forms the core of Nintendo Treehouse. On the localization team, Trinen played a lead role in translating and preparing first- and second-party games for launch on the Nintendo 64, GameCube and Wii systems. In October 2007, Trinen became the head of the newly formed Product Marketing team within Nintendo Treehouse to support overall product strategy and launch campaigns. Starting in 1999, Trinen also served as translator for both Mario creator, Shigeru Miyamoto, and former Nintendo President and CEO, Satoru Iwata. In July 2015, Trinen was promoted to Senior Director of Product Marketing, expanding his involvement in product and portfolio strategy, overseeing Nintendo's Marketing Support video production team and Brand Management team, as well as Nintendo's competitive play activities.

Trinen attended the University of Oregon and earned a Bachelor's degree in Japanese, which included a year studying at Aoyama Gakuin Daigaku in Tokyo, Japan, where he studied economics, international business and translation.